1980 ENTEX ADVERTISING PLAN

So you can load up on sa

First we loaded the bases. Then we really hit home with the stronges

In 1980, we'll have the largest and most varied line of electronic gam mention what an incredible blockbuster Loc Blocs will be. And we've got s running for star positions on our team. Like Capture,™ Traps,™ and Frantic Fir

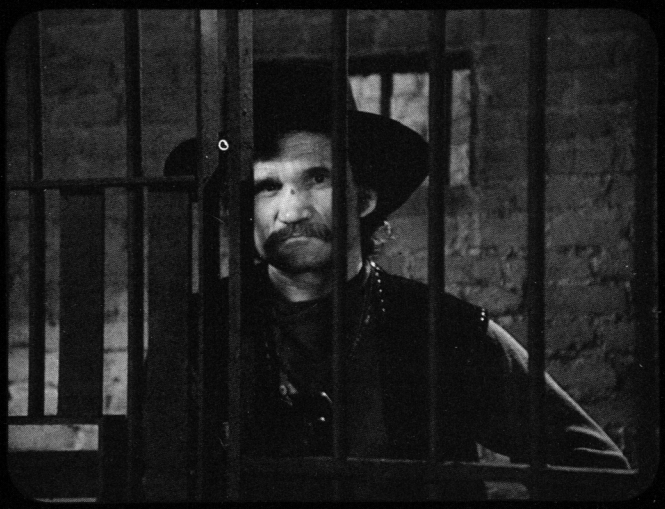
We'll support this lineup with 16 TV commercials, airing in some of H TV shows.

So don't get caught in a squeeze play. Keep your shelves loaded with the competition a few curves.

:30 Dan™ Van Boy meets Dan Van, boy loves Dan Van, boy loses Dan Van. It's a charming :30 story of a boy, his Dan Van and his postman, demonstrating an exciting, space-age, voice-actuated toy. Don't miss it when the irresistible voice meets the movable Dan Van!

:30 Chuck Truck™ When was the last time you had a conversation with a truck? Chuck Truck is the world's first voice-programmable toy truck. He'll accept up to 48 commands in one program, doing all kinds of amazing things at the sound of your voice. He's got ears and a brain. He's a truck that can do everything, but talk back.

:30 Frantic Fingers™ A society lady and a butler. A tough guy and a milktoast kid. A housewife and a milkman. They're all in a series of humorous vignettes playing Frantic Fingers, a game where you turn over a card and frantically try to find that item in a box. There's a lot of groping, giggling, and grasping of who knows what. It's a game you play with a lot of feeling.



:30 Capture™ A prisoner challenges the sheriff to a game of Capture, inside the prisoner's cell. The sheriff becomes so totally engrossed in his strategy, that the prisoner escapes, only to be captured all over again. When you play Capture, be careful. There's a fine line between being the captor and the captive. It's a captivating game.

©1980 Entex Industries, Inc. Litho in USA

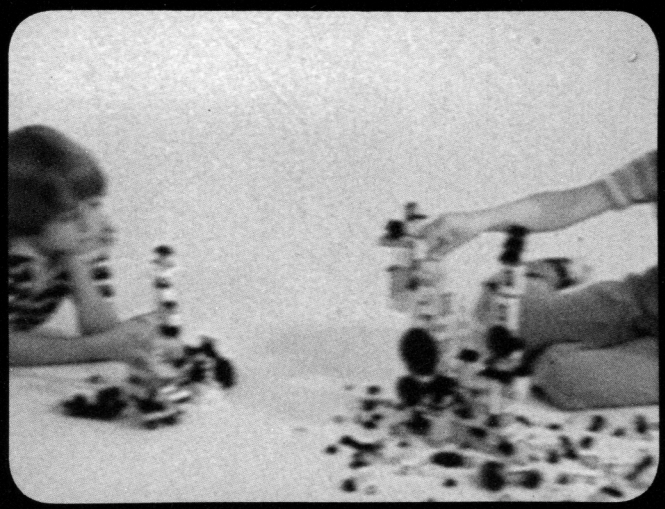
les.

t lineup of the year.
es in the world. Not to
ome new games in the
ngers.™
ollywood's heaviest-hitting

Entex toys and throw

:30 Gyro Copter Off we go into the wild blue yonder with Gyro Copter. We've brought back a wonderful aviation movie with a John Wayne lookalike to lead a green pilot on his first mission. Just turn the crank and pull the trigger. Every kid-pilot in the neighborhood will want to send his own 'copter scrambling into the air.

:30 Giant Loc Blocs™ It looks like it's raining Loc Blocs when two little kids pour out one hundred blocs from a Loc Bloc Bucket. Set against the lively music of a honky-tonk band, this :30 story shows the kids building all kinds of crazy things. Who would have thought that a simple bucket of blocs would have captured the imagination of millions of kids. Imagine that!

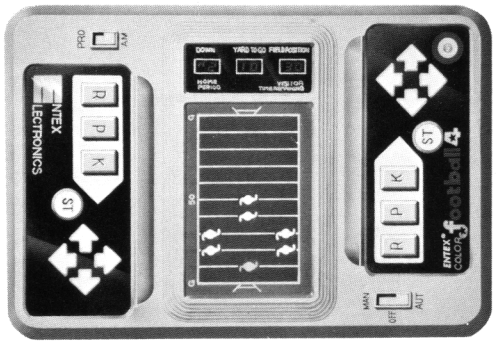


:30 Loc Blocs™ Comparison One boy pours out all his Loc Blocs. Another pours out all his LEGO® bricks. In this :30, direct comparison commercial, we see yards and yards of Loc Blocs and about half as many LEGO® bricks. The message is very clear; when you compare Loc Blocs and LEGO® bricks, someone comes up short. And it's not Loc Blocs.

LEGO® is a registered trademark of Interlego A.G.

:30 Loc Blocs™ Comparison We pull no punches when it comes to Loc Blocs. In another :30 straightforward, comparison commercial between Loc Blocs and LEGO® bricks, Loc Blocs wins in the long run. And that's the long and short of it.

LEGO® is a registered trademark of Interlego A.G.

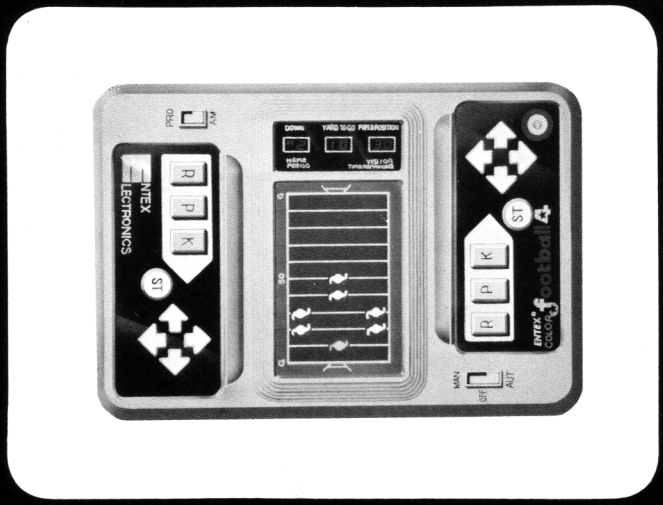


:10 Electronic Football Two football players nose to nose. You expect a lot of grueling action, but all the action's on Electronic Football instead of a real football field. And the players are in hospital beds instead of on a football field. Electronic Football has all the excitement of real football. Without the injuries.

:10 Electronic Jackpot Gin Rummy A river boat gambling man faces a lady gambler in a game of Electronic Gin Rummy. At the end of the game, he admits defeat. She's beaten the pants off of him. He then leaves the casino in only his undershorts. It's a charming commercial with a practical message. When you play Electronic Gin Rummy, bring an extra pair of pants.

:10 Electronic Raise the Devil™ Pinball A tough mug is playing Electronic Raise the Devil Pinball with a meek little guy. When the tough guy wins, the little guy undergoes a metamorphosis. Amidst smoke and fire, he emerges as the devil. When you play Electronic Raise the Devil Pinball, be prepared for anything. It'll bring out the devil in you.

:30 Electronic Football, Electronic Jackpot Gin Rummy, Electronic Raise the Devil™ Pinball The story opens with two football players in hospital beds playing Electronic Football. Then a gambler gets his pants beaten off in Electronic Rummy. Last, a little guy turns into a devil over Electronic Pinball. We've got an Electronic game that'll make your blood boil, your fingers tingle and your ears smoke.



:30 Electronic Football We've got rough tackles, grueling action and long passes. But all the action's on an Electronic Football screen. And the players aren't out on a real football field, they're laying in hospital beds. When you play Electronic Football, you can feel like a star quarterback, without ever passing the ball.

:10 Electronic Basketball Two basketball players, all set for quick action. But all the action's on Electronic Basketball, instead of a real basketball court. And one player just happens to be only 5' tall, standing on top of a ladder. When you play Electronic Basketball, you can be a star forward without ever dribbling the ball. And that's no tall tale.

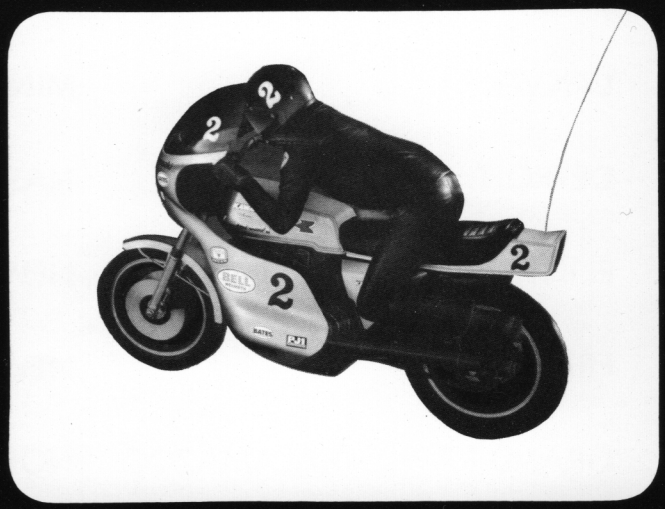
:30 Mac™ Mini Computer If you're ready to program Mac Mini Computer, you're ready for the big leagues, even though they call Mac a mini computer. You can play pre-programmed games, or create your own. Compose and record music. Perform complex math problems. You can even learn simple computer programming. There's nothing mini about the amount of fun you can have with Mac, the mini computer.

:10 Electronic Space Invader™ It's life or death in this :10 story of 2 outer space men who battle to the finish. In a dynamic twist, the winne becomes the loser when he's shot by a ray gun and disappears. When you play Electronic Space Invader, be sure and zap your opponent. Before he zaps you.

:10 Electronic Poker We've brought back the charm and character of the old west with a grizzly cowboy, an innocent dance hall girl and an equally innocent stranger who is accused of hiding an ace. "Well, pardner. The poker game is called Draw. So, either show me all your cards...or let me see you draw."

:10 Electronic Baseball Electronic Baseball is the star of our team, an in this :10 commercial, we really drive it home. Two baseball players and an umpire get into a blistering argument over a close play. The ump calls it an out. When you play Electronic Baseball, you can feel like a heavy-hitter, without ever picking up a bat.

:30 Electronic Baseball, Electronic Poker & Electronic Space Invader™ In a :30 blockbuster, you'll see baseball's age-old argument over who's safe at home plate, a gunslinger accuse a poker player of holding out on the aces, and an outer space man get zapped with a laser gun and disappear. After seeing our Electronic games one after another, no one will be satisfied having just one. Or even two. It's electronic obsession.



:30 RC Motorcycle A fast, realistic, radio-controlled motorcycle that steers just like a real motorcycle. It's easy to maneuver, banks on turn rights itself on straightaways and even jumps. You control everything with a single channel transmitter. Comes with a rider, a cafe fairing an crash bars. This bike looks so real, kids may start dreaming of real moto-cross racing.

Entex is loading up in 56 markets.

ALBANY/SCHENECTADY/TROY
ATLANTA
BALTIMORE
BIRMINGHAM
BOSTON
BUFFALO
CHARLOTTE
CHICAGO
CINCINNATI
CLEVELAND
COLUMBUS, OH
DALLAS/FT. WORTH
DENVER
DETROIT
FLINT/SAGINAW/BAY CITY
FRESNO
GRAND RAPIDS/KALAMAZOO
GREEN BAY
HARTFORD/NEW HAVEN
HONOLULU
HOUSTON
INDIANAPOLIS
JACKSONVILLE
KANSAS CITY
LITTLE ROCK
LOS ANGELES
LOUISVILLE
MADISON
MEMPHIS
MIAMI
MILWAUKEE
MINNEAPOLIS/ST. PAUL
NASHVILLE
NEW ORLEANS
NEW YORK
NORFOLK
OKLAHOMA CITY
OMAHA
ORLANDO
PHILADELPHIA
PHOENIX
PITTSBURGH
PORTLAND, OR
PROVIDENCE
RICHMOND
SACRAMENTO
ST. LOUIS
SALT LAKE CITY
SAN ANTONIO
SAN DIEGO
SAN FRANCISCO
SEATTLE/TACOMA
SPOKANE
TAMPA/ST. PETERSBURG
WASHINGTON, D.C.
WICHITA/HUTCHINSON

Entex is loading up on these dates.

GIANT LOC BLOCS™	30 Sec.	Network & Spot	Heavy	July 21-Sept. 6 Sept. 29-Dec. 12
LOC BLOCS™ COMPARISON #1	30 Sec.	Network & Spot	Heavy	Sept. 29-Dec. 12
LOC BLOCS™ COMPARISON #2	30 Sec.	Spot	Heavy	Sept. 29-Dec. 12
DAN™ VAN	30 Sec.	Spot	Very Heavy	Sept. 29-Dec. 12
CHUCK TRUCK™	30 Sec.	Spot	Heavy	Sept. 29-Dec. 12
GYRO COPTER	30 Sec.	Spot	Heavy	Sept. 29-Dec. 12
FRANTIC FINGERS™	30 Sec.	Spot	Very Heavy	July 21-Sept. 6 Sept. 29-Dec. 12
CAPTURE™	30 Sec.	Spot	Heavy	Sept. 29-Dec. 12
ELECTRONIC BASEBALL	10 Sec.	Spot	Heavy	Sept. 29-Dec. 12
ELECTRONIC POKER	10 Sec.	Spot	Heavy	Sept. 29-Dec. 12
ELECTRONIC SPACE INVADER™	10 Sec.	Spot	Heavy	Sept. 29-Dec. 12
ELECTRONICS (BASEBALL, POKER & SPACE INVADER™)	30 Sec.	Network & Spot	Very Heavy	July 21-Sept. 6 Sept. 29-Dec. 12
ELECTRONIC JACKPOT GIN RUMMY AND BLACK JACK	10 Sec.	Spot	Heavy	Sept. 29-Dec. 12
ELECTRONIC RAISE THE DEVIL™ PINBALL	10 Sec.	Spot	Heavy	Sept. 29-Dec. 12
ELECTRONIC COLOR FOOTBALL	10 Sec.	Spot	Heavy	Sept. 29-Dec. 12
ELECTRONICS (FOOTBALL, GIN RUMMY, RAISE THE DEVIL™ PINBALL)	30 Sec.	Network & Spot	Very Heavy	July 21-Sept. 6 Sept. 29-Dec. 12
ELECTRONIC BASKETBALL	10 Sec.	Spot	Heavy	Sept. 29-Dec. 12
ELECTRONIC FOOTBALL	30 Sec.	Network & Spot	Very Heavy	July 21-Sept. 6 Sept. 29-Dec. 12
RC MOTORCYCLE	30 Sec.	Spot	Heavy	Sept. 29-Dec. 12
MAC™ MINI COMPUTER	30 Sec.	Spot	Heavy	Sept. 29-Dec. 12

Subject to reconfirmation.

ENTEX INDUSTRIES INC.
303 West Artesia Blvd.
Compton, CA 90220
(213) 537-8740 (213) 979-4756 TELEX 67-3460

Our electronic games are twice as good because two people can play them.

Two can play at this game. Which is something you can't say about most electronic games. Most electronic games are strictly for one player. Ours can be played by one person or two. This is only one example of the added play value you get in Entex Electronic™ Games. Every game has extra features that make it special. For example, our new Electronic Baseball 2 not only gives you the usual baseball action, but also allows you to sacrifice runners, steal bases, and make a double play. It's about as close as you can get to real baseball. Not only that, but our electronic games will be backed by a strong television promotion on the NBC network sports shows.

We also give you a lot of games to choose from. There's Electronic Baseball 1 and 2, as well as Hockey, Soccer, Space Battle, and Poker. Six different games in all.

So if you've been considering buying some electronic games other than ours, we'd like to offer a word of advice. Better think twice.

©1979 Entex Industries, Inc., 1100 W. Walnut, Compton, CA 90220. Phone: (213) 537-8740.

ENTEX ELECTRONICS™

Our models are so realistic every boy will want one.

Any boy from 6 to 60 can appreciate the authentic details of an Entex model. Even a boy with stars on his shoulder.

Our kits are completely accurate in scale, with authentic decals. They have real rubber tires. And most models have detailed engines, and doors or hoods or trunks that open.

Most kits don't require painting; the colors are molded in. So Entex models get salutes from boys all over the world.

They even get salutes from boys who get a lot of salutes themselves.

©1979 Entex Industries, Inc., 1100 W. Walnut, Compton, CA. 90220 Phone: (213) 537-8740

When you compare Loc Blocs® and Lego®, Lego® comes up short.

The prices on the outside of these sets are about the same, but the pieces on the inside aren't.

Loc Blocs® has 800 pieces inside.

Lego® has only 285.

Which means that Loc Blocs® gives you more than twice as many pieces for the same money.

What makes this comparison even more incredible is that Loc Blocs® and Lego® are so similar, you'll probably have a tough time telling which is which.

So when you compare Loc Blocs® and Lego,® it's easy to see that Loc Blocs® comes out a long way ahead.

And that's the long and short of it.

© 1979 Entex Industries, Inc., 1100 W. Walnut, Compton, CA. 90220, Phone: (213) 537-8740, Loc Blocs® is a registered trademark of Entex Industries, Lego® is a registered trademark of Interlego A.G.

When it comes to building blocks, it seems that some buyers have a few blocks of their own.

They simply refuse to stock anything except Lego®. Their minds are set in concrete.

Too bad, because our Loc Blocs® offer some advantages Lego® doesn't.

Our blocks are just as well made as Lego®, but Loc Blocs® are only about half the price.

Not only that, but Loc Blocs® are advertised in both adult and children's time. (When was the last time you had a chance to sell a televised product at half the cost of the competition?)

Loc Blocs® is the fastest growing construction toy in the industry. More and more buyers are opening their minds these days and stocking them.

If you don't, maybe you better check out another block.

The one on your shoulders.

© 1979 Entex Industries, Inc., 1100 W. Walnut, Compton, CA. 90220 Phone: (213) 537-8740
Loc Blocs® is a registered trademark of Entex Industries. Lego® is a registered trademark of Interlego A.G.

Do you have a mental block about Loc Blocs®?